

## What is your move to automation discounts?

USPS is here to help you learn more about the Full Service Onboarding Process:



Talk to your Local BME Contacts to find out if the USPS Small Business Tool is right for you

<https://ribbs.usps.gov/locators/find-bme.cfm>



Check out Postal Explorer for more details on:

- Federal Register Notices
- Technical Support for Mailers
- Mailpiece Design Analyst Lookup Tool
- DMM Advisories
- And so much more!

<http://pe.usps.com/>



Contact your local Postal Customer Council (PCC) for more information on:

- Mailing Software Vendors
- Mail Service Providers

<https://www.usps.com/business/pcc-locator.htm?>

## For More Information:



Explore RIBBS to learn more about the process and benefits of driving towards Intelligent Mail!

<https://ribbs.usps.gov/index.cfm?page=intellmaillatestnews>



# A Plan for every Mailer

## What is the Basic Option?

- Opens the door to the benefits of Intelligent Mail
- Requires use of Intelligent Mail barcodes (IMb) on mailpieces only
- Electronic documentation is not required; allows additional time to comply with Full Service requirements

## What is the FS Option?

- Provides the best available discounts
- Accesses the full suite of Intelligent Mail benefits
- Provides maximum mail stream visibility
- Requires use of unique Intelligent Mail piece, tray and container barcodes
- Requires use of electronic documentation

## Benefits of Full Service IMb



### Financial Incentives

Best available discounts, free Address Correction Service, savings on other services



### Service

Mailers can measure own consistent and reliable service



### Applications

Measure success of each mail campaign and use data to manage costs and quality



### Ease of Use

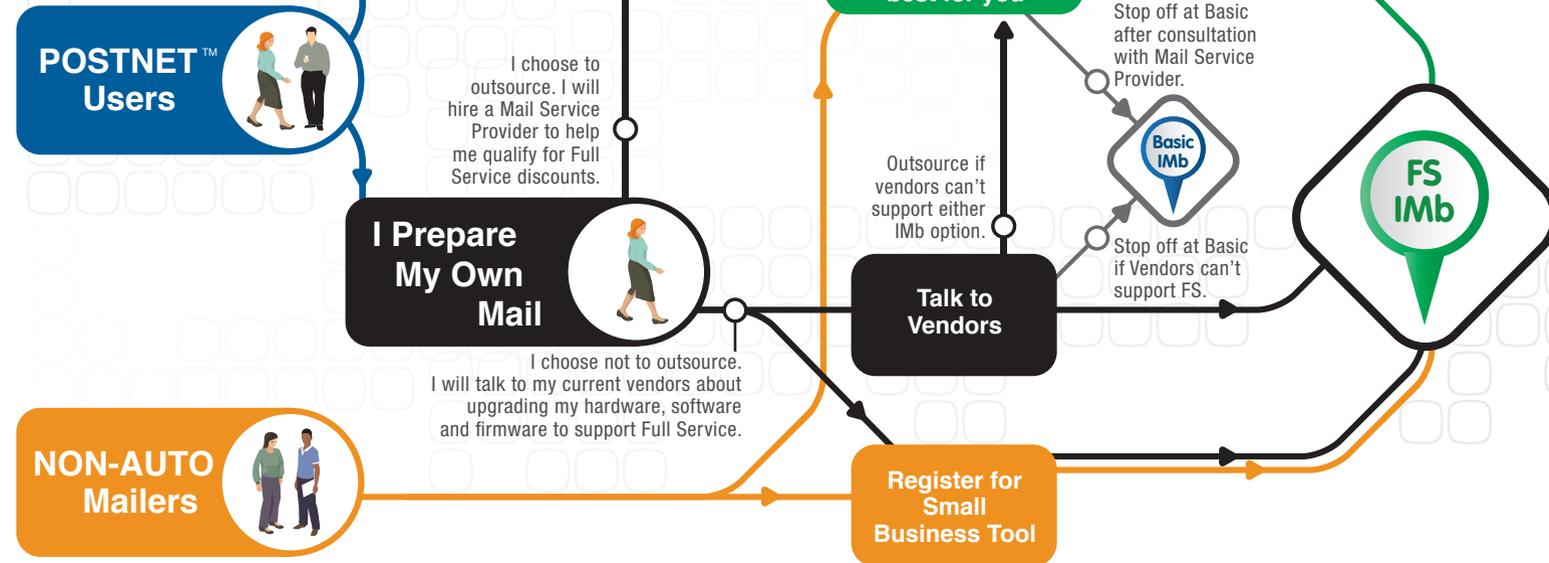
Eligibility for elduction & Seamless Acceptance

### IDENTIFY YOURSELF

### ASSESS THE PATHS

### MIGRATE TO IMb

Maximize the value of your mail as you move into Full Service Intelligent Mail® Barcodes (IMb). Choose the route that's right for you.



2012  
Basic IMb FS IMb  
POSTNET™

2013  
JANUARY  
Basic IMb FS IMb

2014  
JANUARY  
FS IMb

## Proposed 2-year Transition Timeline

- USPS has proposed that POSTNET discounts expire in January 2013
- Basic and Full Service (FS) IMb mailers will continue to receive automation discounts in January 2013
- USPS will propose increasing the discount for FS mailings in January 2013
- USPS will propose requiring FS for automation discounts in January 2014